

What is claimed is:

1. A method of managing knowledge within an organization, said method comprising:

connecting a computer to a service provider;

running a browser on said computer;

receiving for core knowledge a request from a user;

prompting the user to respond to options and refine the knowledge request while storing the user's answers as knowledge fragments linked to the knowledge request; and while said browser is running and iteratively performing the following steps a-d:

- a) assessing a knowledge base and retrieving the information control of said knowledge base in said computer;
- b) identifying on said knowledge base one or more knowledge fragments linked to the core knowledge unit;
- c) assessing said knowledge fragments and storing the information content of said different fragments in said computer; and
- d) displaying said stored core knowledge and knowledge fragments on the computer.

2. The method of managing knowledge within an organization, including said service provider organizing and following competitors by using data storage unit.

